

In the claims:

1. (Previously Presented) A portable device comprising:

a body;

memory within the body containing software for loading into read/write memory of a host computing device and executing on the host computing device, said software comprising a computer program; and

an interface associated with the memory and adapted to facilitate interaction with the host computing device;

the software adapted to automatically execute on the host computing device in association with a computing session and provide an interface frame associated with the portable device on a display of the host computing device; and

wherein the software is further adapted to instruct the host computing device to display predefined content wherein the predefined content is associated with a provider of the portable device.

2. (Original) The portable device of claim 1 wherein said software is further adapted to instruct the host computing device to display an icon on the interface frame corresponding to a function provided by the software such that upon selection of the icon, the software will execute the function on the host computing device.

3. (Original) The portable device of claim 1 wherein said software is further adapted to instruct the host computing device to display a menu icon on the interface frame corresponding to a menu of function icons such that upon selection of the menu icon the software will execute on the host computing device to display the menu of function icons and upon selection of one of the function icons, the software will execute a corresponding function on the host computing device.

4. (Original) The portable device of claim 3 wherein the function icons are only displayed on the menu of function icons and nowhere else on the interface frame.

5. (Original) The portable device of claim 1 wherein the software is further adapted to instruct the host computing device to display indicia providing a link to a web site on the interface frame.

6. (Original) The portable device of claim 1 wherein the software is further adapted to instruct the host computing device to display indicia providing a link to a web site associated with the provider of the portable device on the interface frame.

7. (Original) The portable device of claim 1 wherein the software is further adapted to instruct the host computing device to automatically access web content from a predefined web site and display the web content in the interface frame upon displaying the interface frame.

8. (Canceled).

9. (Currently Amended) The portable device of claim 1 wherein the content comprises a banner that includes markup language content defined by at least one of the group consisting of information stored on the portable device or web content from a link stored on the portable device.

10. (Canceled).

11. (Original) The portable device of claim 1 wherein the software is further adapted to provide an authentication routine to execute on the host computing device, the authentication routine including receiving authentication indicia from the user via an interface on the host computing device and determining if the authentication indicia received from the user matches authentication indicia stored in the memory.

12. (Original) The portable device of claim 1 wherein the software is further adapted to cooperate with a defined web service to push web content to the host computing device and display the web content in the interface frame.

13. (Original) The portable device of claim 1 wherein the software is adapted to emulate a file system resident on a memory of the host computing device when interacting with the host computing device.

14. (Original) The portable device of claim 1 wherein the software and data are adapted to appear as a file system to the host computing device.

15. (Original) The portable device of claim 1 wherein the interface is adapted to directly interface a port in the host computing device.

16. (Original) The portable device of claim 1 wherein the interface is adapted to provide a wireless interface with the host computing device.

17. (Previously Presented) A computer readable medium including software to reside on a portable device capable of interacting with a plurality of host computing devices, the software comprising a computer program adapted to be held in the memory associated with the portable device and further adapted to be loaded into read/write memory of a host computing device for execution, said software comprising instructions to:

automatically execute on the host computing device in association with a computing session;

provide an interface frame associated with the portable device on a display of the host computing device; and

display predefined content wherein the predefined content is associated with a provider of the portable device.

18. (Previously Presented) The computer readable medium of claim 17 wherein said software is further adapted to display an icon on the interface frame corresponding to a function provided by the software such that upon selection of the icon, the software will execute the function on the host computing device.

19. (Previously Presented) The computer readable medium of claim 17 wherein said software is further adapted to display a menu icon on the interface frame corresponding to a menu of function icons such that upon selection of the menu icon the software will execute on the host

computing device to display the menu of function icons and upon selection of one of the function icons, the software will execute a corresponding function on the host computing device.

20. (Previously Presented) The computer readable medium of claim 19 wherein the function icons are only displayed on the menu of function icons and nowhere else on the interface frame.

21. (Previously Presented) The computer readable medium of claim 17 wherein the software is further adapted to display indicia providing a link to a web site on the interface frame.

22. (Previously Presented) The computer readable medium of claim 17 wherein the software is further adapted to display indicia providing a link to a web site associated with the provider of the portable device on the interface frame.

23. (Previously Presented) The computer readable medium of claim 17 wherein the software is further adapted to automatically access web content from a predefined web site and display the web content in the interface frame upon displaying the interface frame.

24. (Canceled).

25. (Currently Amended) The computer readable medium of claim 17 wherein the content comprises a banner that includes markup language content defined by at least one of the group consisting of information stored on the portable device or web content from a link stored on the portable device.

26. (Canceled).

27. (Previously Presented) The computer readable medium of claim 17 wherein the software is further adapted to provide an authentication routine to execute on the host computing device, the authentication routine including receiving authentication indicia from the user via an interface on the host computing device and determining if the authentication indicia received from the user matches authentication indicia stored in the memory.

28. (Previously Presented) The computer readable medium of claim 17 wherein the software is further adapted to cooperate with a defined web service to push web content to the host computing device and display the web content in the interface frame.

29. (Previously Presented) A method for implementing functions provided by software residing on a portable device on a plurality of host computing devices, wherein the software comprises a computer program held in memory associated with the portable device and adapted to be loaded into read/write memory of one of the host computing devices for execution, the method comprising:

automatically executing the software on a host computing device in association with a computing session;

providing an interface frame associated with the portable device on a display of the host computing device based on executing the software; and

displaying predefined content, wherein the predefined content is associated with a provider of the portable device.

30. (Original) The method of claim 29 further comprising displaying an icon on the interface frame corresponding to a function provided by the software, and upon selection of the icon, the executing the function on the host computing device.

31. (Previously Presented) The method of claim 29 further comprising:

displaying a menu icon on the interface frame corresponding to a menu of function icons;

upon selection of the menu icon, displaying the menu of function icons; and

upon selection of one of the function icons, executing a corresponding function on the host computing device.

32. (Original) The method of claim 31 wherein the function icons are only displayed on the menu of function icons and nowhere else on the interface frame.

33. (Original) The method of claim 29 further comprising displaying indicia providing a link to a web site on the interface frame.

34. (Original) The method of claim 29 further comprising displaying indicia providing a link to a web site associated with the provider of the portable device on the interface frame.

35. (Previously Presented) The method of claim 29 further comprising automatically accessing the web content from a predefined web site and displaying the web content in the interface frame upon displaying the interface frame.

36. (Canceled).

37. (Currently Amended) The method of claim 29 wherein the content comprises a banner that includes markup language content defined by at least one of the group consisting of information stored on the portable device or web content from a link stored on the portable device.

38. (Canceled).

39. (Previously Presented) The method of claim 29 further comprising:

executing an authentication routine provided by the portable device on the host computing device;

receiving authentication indicia from the user via an interface on the host computing device; and

determining if the authentication indicia received from the user matches authentication indicia stored in the memory.

40. (Previously Presented) The method of claim 29 further comprising:

cooperating with a defined web service to push web content to the host computing device.

41. (Previously Presented) The portable device of claim 1 wherein the software adapted to automatically execute on the host computing device executes without requiring the host computing device to reboot.